

1948

The Iowa Homemaker vol.28, no.4

John Wood
Iowa State College

Margaret Leveson
Iowa State College

Virginia Myer
Iowa State College

Barbara Allen
Iowa State College

Betty Fox
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Recommended Citation

Wood, John; Leveson, Margaret; Myer, Virginia; Allen, Barbara; Fox, Betty; Wallace, Margaret; Krennek, Peggy; Baker, Nancy; Breckenridge, Jo Ann; Olson, Emogene; Sutherland, Janet; West, Mary; and Close, Patricia (1948) "The Iowa Homemaker vol.28, no.4," *The Iowa Homemaker*: Vol. 28 : No. 4 , Article 1.

Available at: <http://lib.dr.iastate.edu/homemaker/vol28/iss4/1>

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Authors

John Wood, Margaret Leveson, Virginia Myer, Barbara Allen, Betty Fox, Margaret Wallace, Peggy Krenek, Nancy Baker, Jo Ann Breckenridge, Emogene Olson, Janet Sutherland, Mary West, and Patricia Close

THE IOWA

Homemaker



NOVEMBER
1948

WHETHER YOU PLAN MEALS FOR 2 OR 200...

you will most often be planning
those meals around **MEAT** For you women — among
all women — know the value of meat in the diet. And
recent nutritional figures bear you out. For example,
one four-ounce serving of meat supplies these portions

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23% OF THE PROTEIN
12% OF THE CALORIES
16% OF THE PHOSPHORUS
24% OF THE IRON
36% OF THE THIAMINE
10% OF THE RIBOFLAVIN
36% OF THE NIACIN

Whether your aim in careers is to plan meals for 2 or 200 — whether you build your meals around beef, pork, lamb or veal — one of your best guides in buying good meat is the Morrell Pride label. You'll find it only on the finest grades of meat and meat products. It is your assurance of top quality.



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ON THE COVER. . .

You see a bleacher's-eye view of a good Cyclone play. Owner and donor of the wide grin is red-haired Pat Close, sophomore in home economics journalism. Pat comes from Sioux Falls, S. D., originally; from Spirit Lake now.

Photography by Margaret Leveson.

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• Published monthly during the school year by home economics students at Iowa State College, Ames, Iowa. \$1.50 per year. Entered as second class matter at the City Post Office, Ames, Iowa, under the act of March 3, 1879. Apply for advertising rates.

NOVEMBER, 1948

T H E I O W A

Homemaker

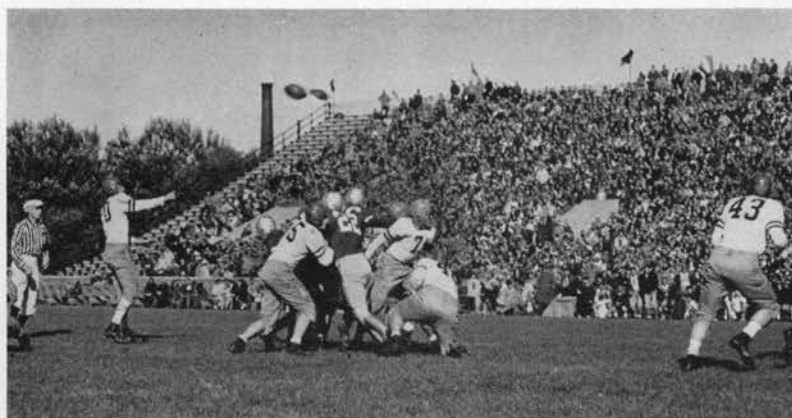
A Review of Activity in Home Economics
IOWA STATE COLLEGE, AMES, IOWA

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Cuts courtesy Better Homes and Gardens, pages 9, 15 and 23



INTRODUCING. . .

John Wood, science journalism junior, who wrote "How's Your Football I. Q.?" to convince home economics students that a "pigskin" isn't a new cut of pork. John used his knowledge of sports this summer while working as sports editor on the Daily, where he also worked as issue editor and reporter. One of the few men ever to invade the edit side of homemaking without a pseudonym, John has stirred up a batch of spectator tips that proves he knows what's cooking on the gridiron. From Sioux City, John is married and lives in Pammel Court.



How's Your Football I. Q.?

by John Wood

IT'S SATURDAY afternoon at Clyde Williams Field and thousands of lusty-lunged Cyclone football fans are tearing up the stadium. With only seconds to go, a Cardinal and Gold pass receiver outraces the defense, picks a perfect spiral out of the air and races across the goal with the game-winning touchdown.

It's the perfect play, the kind fans always have, and probably always will, sit on the edges of their seats for.

But most touchdowns, unfortunately, don't come that easily in this age of scientific football. So the average fan must acquire a little more know-how to fully appreciate the great fall sport. And, surprisingly enough, a five-yard gain can be just as thrilling as a ninety-yard gain to the fan versed on a few of the finer points of football, 1948 style.

Of course, there is the danger of coeds becoming such rabid fans that in later years they will blow the grocery money trying to pick a three-way winner. But we'll risk junior's future Pabulum budget and present a few clues on how to add thrills to your next football game.

Any team's offense will fall flatter than an angel-food cake in an earthquake without lots of practice. A perfect play doesn't just come about. It's the result of many hours of drill, each player repeating his special assignment until he gets as near to perfection as his abilities allow. Considering the fact that Abe Stuber's

Cyclones must know about 60 to 100 plays, and each player has a different assignment for each one, it isn't hard to realize why brains are an important ingredient in the touchdown recipe.

The next time you see Webb Halbert or Bob Angle making an end-run, cast a glance at the blockers. Do they do a good job clearing a path for the halfbacks? One block may mean the difference between a loss in yardage or a long gain. Watch the blockers for an extra thrill. A good clean block is a sight to watch. Ten good blockers and a ball carrier add up to a winning football team.

It's much easier to see the blocking on an end run than on a line smash. What appears to be a milling pile of flailing arms and legs is a line of seven blockers. Each attempts to carry out his assignment in making a hole for Lornie Paulson, Bill Chauncey or Ray Klootwyck to charge through. It takes a good eye to pick out individual blocking in the line but once the feat is accomplished, your appreciation of the game multiplies and credit for a gain is given to the runners and blockers alike.

Just for fun, pick out a different lineman on several plays of the next game. When you are good at criticizing individual blocking, you have the groundwork for observing team blocking. If you miss seeing the runner make a long gain, your effort wasn't wasted.

When the enemy has the ball, the Cyclones throw

their tactics in reverse. They try to keep from being blocked and nail the ball carrier before any damage is done. It's a 1948 version of the knights of old that make up a good share of the thrills in football, with duels between opposing linemen, blocker and tackler, for the favor of the fair coed.

Line assignments are just as important on the defense as on the offense. If it's an end-run to be stopped, one of the Deans of the flanks, Laun or Norman, must break up the interference coming around with the ball carrier. If he can make the tackle, so much the better, but taking out the interference is his big job and one of the hardest in football. Watch for it.

Each lineman has an assigned position on defense. If he is taken out of the territory he is to protect, mark up a gain for the enemy. Sometimes the enemy will let a tackle rush through without any opposition. Then, when the tackle is congratulating himself for charging so nicely—Wham! He is hit by a truck (he swears) and his assigned territory is open. You probably recognize that bit of football finesse as the "mousetrap." A smart lineman won't be caught in it. If he is, substitutions may beat a path to his door.

Iowa Teachers

In the first game of this season, you saw Iowa Teachers work a sort of mass mousetrap against the Cyclones. The entire Iowa State line was allowed to rush a Tutor back without opposition. Just before they hit him, the Tutor back passed the ball to a team mate near the line of scrimmage. With nine blockers to oppose five Cyclones, the Teachers ball carrier seemingly had all the odds with him but, luckily, the plays were stopped by accurate tackles.

There are many extra thrills in backfield play too. In this era of T-formation, with its deceptive ball handling, it isn't unusual for even the expert to be fooled. So, if a play starts and you don't know who is carrying the ball, or you think a player has it and he doesn't, don't feel bad. Some of the players themselves don't even know. That's the idea.

Let's take a typical play. At the signal, Don Ferguson, leaning over center Rod Rust's back, takes the ball from Rust. He turns and pretends to give the ball to Paulson who makes like a freight train at the center of the line. Some fans are now watching Paulson but we know better. Ferguson tosses a lateral pass out to Angle who runs around end for a good gain.

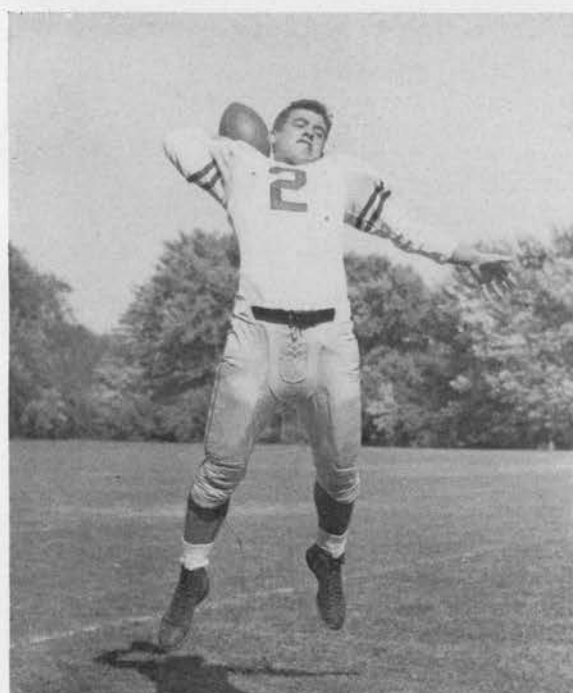
Now, the same set up. Ferguson gets the ball from Rust, turns and pretends to give it to Paulson. Then he laterals it out to. . . . wait a minute. . . . he did give it to Paulson this time and he made a first down through the middle. We were fooled, but we saw why a quarterback is the most important man on the team, offensively.

Clocklike Workings

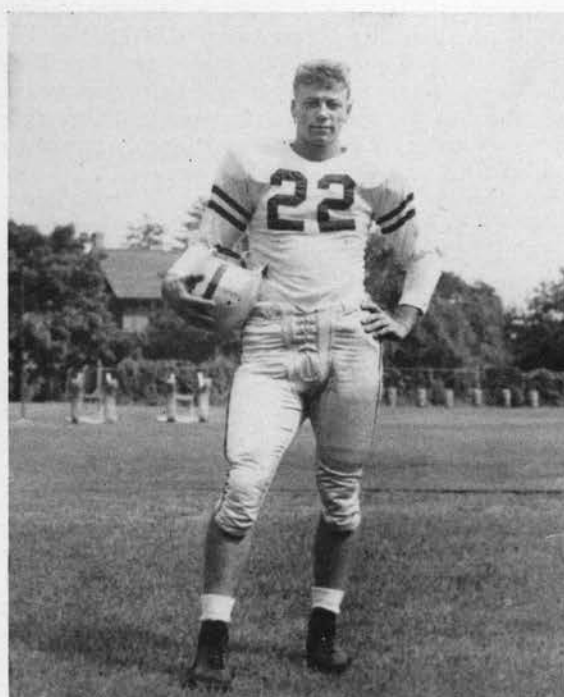
Quarterbacks call plays in series like the two examples above. The first to get the defense in a position for the second to click. But just when you think you've got a series figured out, and the Cyclones' opponents think they do too, Stuber sends in John Griffith or Jim Sutherland with a play that is designed to fool everybody.

To fully appreciate the clocklike workings of the backfield, you have to realize that the players have been practicing their duties for months before the game and years before that. Even a natural halfback must run through each play routine hundreds of times before he is ready to do his best in a game. A half-second or half-step out of kilter could easily throw the whole works out of order. Only the expert can tell what's wrong when a play misses by a fraction of a second, but when a play clicks perfectly, it's a thrill to see and you know it doesn't just happen. It's the result of practice and more practice.

After the next game, whether the Cyclones win or lose, you too may claim it as one of the most thrilling you've seen. Your appreciation for the finer points and plays of football has increased, and your date is proud of you.



Quarterback
Don Ferguson



Halfback
Webb Halbert

Home Cookery Project

On A One-burner Hot Plate

by Margaret Leveson

COULD A pioneer woman have passed an Iowa State foods practical examination? Can a "standard product" be prepared without benefit of a sterile laboratory and carefully regulated temperatures? Can a home project make summer even more fun than usual? And if the writer tells you the answer to each of these questions is "yes," will you question her sanity? Read on, oh person of little faith!

One warm June day a just-past-sophomore home economics student stepped out of the cooled interior of the City of Los Angeles into the dusty gold of a California spring. Clutched in one moist hand was a hairnet; the other held a well-thumbed wine-colored foods manual; a white foods uniform lay ready for immediate use in the suitcase nearby. I (and the personal pronoun might as well enter now as later, for you'll guess soon anyway) mumbled "one serving of green leafy or yellow vegetables daily" to the porter and flew into waiting parental arms.

Balanced Meal

And then it happened! "We're building a beach house, dear." (this from one parent). "We'll be living there most of this summer. . . it's not very liveable yet . . . just a one-burner hot plate and an almost uninsulated icebox" (this from the other one). "It takes half an hour to make coffee in the morning, but you won't mind waiting. . . for there's the ocean. . ."

And, interestingly enough, it was all true. Though I wouldn't recommend it as constant routine, waiting for water to boil is easy if you have rolling breakers to watch. And a one-burner hot plate *can* turn out a well balanced meal, for basic procedures apply regardless of place, and there can be method even in madness.

The two utensils that I kept most constantly in use were a double boiler and a heavy covered frying pan. Fortunately, we had an automatic coffee-maker and a waffle iron. Fortunately again, the warm summer weather was ideal for serving cold dishes.

I learned not to consider a double boiler in efficient use unless there was something in both top and bottom compartments. The Pyrex one I used made it easy to heat creamed tuna or tomato soup in the top part while a vegetable or stew simmered in the lower part. I turned European with the frying pan and made one dish meals, blending many vegetables together for quick steam cooking, pot-roasting vegetables with Swiss steak, and dipping into Italian, Chinese and Mexican cookery for the best ways to

use my small amount of cooking space. The waffle iron also made desserts, such as chocolate, gingerbread or shortcake sections. It made french toast, and thin, crisp biscuits — these were made from dough rolled to $\frac{1}{4}$ inch thickness and cut into regular rounds.

Chocolate puddings, molded salads and soft custards I made after breakfast, catching the hot plate while it was living up to its name. We used lots of fresh fruit and raw vegetables, for texture as well as for their ease of preparation. The one luxury item, for which we gladly used the hot plate and frying pan unhindered by double boilers or double use of the skillet, was fried fish. I learned to toss a line into the surf while the hot plate shook itself into early morning production, and sometimes I was rewarded with sweet perch for the breakfast table. One night we entertained with a huge pot of slightly garlicked chicken and spinach soup, mugs of coffee and platters of dark breads with meat and blended cheese spreads. Another time we served Italian spaghetti with a tray of crisp chilled celery, carrots and cauliflowers, and crusty hard rolls heated in the top of the double boiler, covered with a dry towel.

Cooking over a wood fire presents altogether different problems, for though it's easier to control the heat, there is more smoke, insects, unexpected hot places to lean against, and lack of salt than in the most primitive beach house. The same multiple use of utensils proved possible, however, and we found dried fruits and cereals could be started over the dying fire at night and need only rewarming for breakfast.

Camp Cookery

I never learned to make good camp coffee — it always tasted of hemp. But fried eggs, meat cakes and pancakes came out as standard as a modern range would have cooked them. We bought milk and bread, depended on sandwiches for lunch, gathered wild blackberries to augment fruit purchased along the highway, and used quantities of canned foods. But rather than use food straight from the cans, we blended contents and flavors, seasoned with wild bay leaves, varied with fresh vegetables and tomatoes.

Processes learned in primitive situations also adapt themselves readily to modern kitchens, and the former may be more conducive to caution than the latter. I *did* pass the practical examination and in doing so I got my only bad burn of the summer!

Boost Your Bank Account

by Virginia Myer

DAD'S bank account may need a little boost from you while you're attending classes at Iowa State. Part-time work is one solution when you really need financial help. Or perhaps you are going to work for the experience. Whatever your reasons, remember that outside activities take time away from studying. You'll have to learn to utilize every spare moment.

Margaret Boyer, institution management graduate, worked as a waitress in one of the local restaurants. Besides her hourly wage and tips, she received her meals free during working hours. Although 25 hours on the job each week didn't leave her any time for activities, she feels that the good study habits and punctuality she learned more than compensated for not being able to attend club meetings and special events. Margaret came in contact with many students and faculty through her work and has gained poise in meeting people. She feels that she appreciates college life more because she helped pay for it.

Nancy Johnson, education junior, is working in the history department to gain experience in grading papers. First year workers are paid by the hour, but are placed on a salary basis the second year. Nancy keeps up her many activities and a well-above-average grade point while spending 7 hours a week at work. She doesn't advise you to accept employment during your first year in school unless it is absolutely necessary. "Wait a while and see what you can do with your studies before trying to work," she suggests.

Budget Time

Shirley Norman, technical journalism senior, agrees with Nancy about waiting for those first grades and suggests that you get employment that correlates with your major or minor. She has strengthened her interest in foods work by acting as dining-room hostess in Freeman Hall for the past 3 years. Shirley is used to budgeting her time and squeezes 21 hours a week into her schedule without too much conflict of interests. She also eats her meals during that time.

"Best job on campus," say both Colleen Jenkins, experimental cookery senior and Jeanne Sorauf, textile chemistry senior. They enthusiastically refer to their work in the dormitory dining rooms. Jeanne is a waitress in Elm Hall. Colleen sets tables about 18 hours a week, and although it subtracts from her study time, she likes the off-hours of 4 to 6 o'clock because she can eat during the regular hours. Both women feel that another advantage of dormitory work is that you eat your meals there. In some places you are paid cash and may be tempted to skip meals for that dream dress.

Ruth Ann Behnke, technical journalism sophomore, is behind the loan desk in the library about 10 hours

a week. Her job and schoolwork don't leave much time for activities but she feels that she is gaining valuable experience while doing work that is pleasant.

Working students will welcome the new wage scale that went into effect July 1. Under this revised scale, workers are classed as professional and technical, clerical, skilled, semi-skilled or unskilled. These are further subdivided into advanced workers — thorough experience, intermediate workers — some experience, and beginners. For example, listed under Class C of clerical workers are library employees. Their listings and wage scales are: book pages, 55 to 65 cents per hour; junior library assistant, 55 to 65 cents per hour; messenger, 55 to 70 cents per hour; book marker, 60 to 75 cents per hour; shelver, 60 to 80 cents per hour; and senior library assistant, 70 to 80 cents per hour.

Accurate Listing

Another important study has resulted in accurate listing of the type and amount of work involved in each job. For instance, "shelver," refers to the person who will shelve books in the stacks and in the storage building, keep the books in both places in good order and perform duties as assigned by the loan desk staff.

If you intend to work, investigate the various jobs and their educational opportunities as well as their salaries. The College Employment Service has placed many women in positions on the campus and can help you find similar work.



Serving frosted malts in the Union provides an opportunity for you to talk with others and make friends besides adding to your extra income.

INTRODUCING . . .

• MARJORIE GARFIELD

DESIGNING plans for complete homes and college and dormitory rooms was only part of Miss Marjorie S. Garfield's work as a private decorator.

Miss Garfield, new head of the Department of Applied Art at Iowa State, believes that "interior design is more than merely decorating rooms, because



it includes the complete planning of the whole unit, from the built-in requirements to the color and arrangement." She was formerly head of the Interior Design and Decoration Department in the College of Fine Arts at Syracuse University.

Painting historic room portraits is a natural foil to interior design, according to Miss Garfield. In Yugoslavia, as well as other foreign countries and America,

she painted many old houses and found that this gave her a greater appreciation for the humble and sophisticated beauty found in old homes. Longfellow's Wayside Inn is one of about 300 portraits of historic homes that she has painted.

"Painting interior portraits in old houses is extremely interesting because sometimes I have an opportunity to move into the house and live with the owners, and thereby I get the feel of the house," said Miss Garfield. In order to plan and decorate rooms, it is necessary to appreciate the qualities of the old rooms. She lived in a Spanish Colonial Palace in Guatemala one whole summer, thereby saturating herself with the feel of it. Another time several weeks were spent living and painting in an eleventh century villa near Florence, Italy.

While photography is not an unusual hobby, Miss Garfield gives it an unusual slant. Instead of photographing glamour girls, babies or animals, she concentrates on old doorways and color shots of interiors. Her hobby has taken her to Guatemala three summers on a Fellowship, here she photographed old Spanish Colonial furniture.

• IRENE NETTLETON

Simplifying the job problem of graduates is one of the duties of Miss Irene Nettleton, assistant professor in charge of the Home Economics Placement Office at Iowa State.

Her job consists of placing graduates of current and past years in positions for which they are qualified. Often much experience is necessary for these positions, so it's important to have a file of those past graduates who are interested in changing positions.

Home Economics 400, a course in professional relations for women, is being inaugurated this year. Miss Nettleton will work closely with Dean P. Mabel Nelson and others in the Home Economics Division on this project.

While working on her M.A. degree at Columbia University, Miss Nettleton assisted the director of student employment there. "The whole experience was so exciting, things moved fast and we constantly worked against time. Many of the students we placed were earning a part or all of their expenses, and it was essential for them to work in order to continue their graduate studies."

"Through this work I met many foreign students, and it gave me a finer appreciation of people of all races, colors and creeds," she added.

"Some winter I'd like to go to Sun Valley to do some skiing," Miss Nettleton remarked. After getting her B.S. at State Teachers College in Trenton, New Jersey, she taught junior high, senior high and then junior college. During Christmas vacation she spent her time learning to ski, and discovered that the mountains in New Hampshire, Vermont and Massachusetts offered excellent ski grounds. "But Sun Valley would be marvelous."

"After I get to Sun Valley and back, I'm going to concentrate on the construction of marionettes," Miss Nettleton said. "I took a course in marionette and puppet making and manipulation, and I really would like to find time to apply what I have learned."



Cigars To Antiques

by Betty Fox

WHILE we sit and ponder over chemistry and foods notes, our housemothers pursue pastimes we may prefer to call "hobbies."

"I didn't know what to do the first time cigars were passed after I came," Mrs. Huntington Rowe of the Phi Gamma Delta house said. "But I took one anyway and tied it on my bulletin board." It's a tradition, at Iowa State, for a fellow to pass cigars when announcing his engagement. Each time cigars are passed at the Phi Gam house, Mrs. Rowe receives one for her cigar tree. The name of the couple is sealed inside the wrapper and the cigar is tied to the tree with a purple ribbon. Mother Rowe's cigar tree is now almost four feet long!

With a son in the Pacific after the war, and many friends in Europe, Mrs. Nell McHenry, at the Pi Beta Phi house, has received several unusual additions to her collection of what-nots. Among them is a lovely Chinese vase of Cloisonne enamel. A vivid emerald dragon, spitting tongues of scarlet flame, coils around the silver-turquoise vase.

From Japan, Mrs. McHenry has a brass temple dog bowing on its forelegs with plumed tail waving in the air. Each line and action of the dog has a special significance to the religious Japanese.

Early American Glass

On an antique walnut chest stands a celery goblet with three women's faces carved in bas-relief on the stem. This is an example of Early American three-faced glass. Mrs. McHenry has a rose-luster china cup from England. An antique, it was made without a handle, with a deep saucer, and before the maker's name was printed on his wares.

Mrs. Carrie Torrence, housemother for Kappa Delta, has spent many hours of her life reading, studying, and collecting poetry. She pastes each new poem into a bound scrapbook with those she has collected for 25 years. Among her favorite authors are Patience Strong and Evadna Hammersley.

One of her most remembered summers was spent in the YMCA conference camp in Estes Park, Colorado. Early every morning she would walk up the mountains and gather flowers to arrange for the lodge.

Planting, cultivating and harvesting vegetables from her garden is the summer-time occupation for Mrs. Esther Heryford at the International House. She has canned tomatoes, and made chili sauce and ketchup. Late fall flowers are still blooming in her

garden behind the house, and bouquets add a homey atmosphere to the rooms.

A winter morning with the sun shining through dazzling ice coated trees may find Mrs. Beryl Stratton, residence director of Delta Sigma Phi, out walking in the snow. She's usually accompanied by one or two of 'her boy's.'

Grey Lady

This month Mrs. Stratton is enrolled in an orientation and training course for Grey Ladies in Des Moines. When her training is completed, she will spend one afternoon each week with the disabled men in the Veteran's Hospital. Her work will include reading and shopping for them or accompanying men in wheel chairs around the hospital grounds.

She has five Chinese figures of old men known as the "Immortals," and a Buddha. Legend says if you rub the stomach of the Buddha three times and make a wish, your wish will come true!

You're lucky if you live in Freeman Hall where Mrs. Ethel Fosmark is housemother, for you'll receive a set of round hot pot holders when you become engaged or married.

"I just want to do something for my girls," Mrs. Fosmark said, "so I started giving them pot holders when I was a housemother at the University of North Dakota."

While she crochets, Mrs. Fosmark reads 18th and 19th century essays. She enjoys cultivating flowers and won a first prize with a pearl colored iris when she lived in Minnesota.

Collects Antiques

Last summer, Mrs. Hazel Penquite, housemother for Sigma Alpha Epsilon, drove to the East and into Canada with her young granddaughter. They stopped in every small town to investigate antique shops. Most of the shops were in old barns or sheds attached to the farm house. In her suite, Mrs. Penquite has two of her grandmother's tables, one with the original marble top.

Mrs. C. R. Jones' hobbies are closely related to her vocation, as housemother for Beta Theta Pi. She was the first woman to address the national convention of the fraternity and was honored with a story of her work in the national publication. For 17 years she has kept a scrapbook on the activities of the Beta's.



FOOD

The European Way

Margret Wallace, junior home management major, spent last summer touring Western Europe with a group of young persons. Her itinerary included the Netherlands, France, Switzerland and the Scandinavian countries where she sampled cooks' specials from soups to French pastries.

"**V**EGETABLE SALAD for breakfast. You're not serious!"

Little did we know. We were seeing Europe by the motto "When in Rome, do as Romans do," and eventually we become more or less accustomed to such food habits.

Feeding the 19 people in our party three times a day takes time, especially in Europe where people don't believe in rushing at meal time. At first it was irritating to have to take three hours of an already full day — just to eat. But we gradually learned that we could find out a lot about a country just while we ate.

It is a continental habit to eat slowly and to linger long over the last cup of coffee. In fact, in England and occasionally in the Scandinavian countries, coffee was never served until dessert was finished. Our waitress in the hotel dining room in London was a timid little thing who will probably remember the rest of her life the time one of the girls in our party asked for coffee with her dinner.

"Oh, but Madam," she said, "coffee isn't served with dinner."

"Well, then, can I have it with my dessert?"

"Oh, no, ma'am. It isn't done. After dessert, ma'am."

It was obvious that waiters thought us abnormal when we wanted water with our meals. In France they refused to believe that they understood correctly, and we often ended up with hot water, mineral water or a finger bowl.

Europeans never serve soup as the main dish for lunch, although they have it at least once a day as

the first course for dinner. I liked the Dutch and Belgian soups best. They were perfectly seasoned and many times contained barley, rice or tapioca.

Naturally we looked forward to French pastries. In fact, the first place we went when we reached France was a pastry shop. We weren't disappointed. Seemingly there's limitless variety — ones with fruit fillings, oblong ones with cream or custard fillings, cakes with ground nuts between the layers and a chocolate dot on the top. Evidently the French just let their imaginations run wild on pastries, for I don't think I ever saw two alike all the time we were there.

A French omelet in its home territory is worth a second look. One place where we stayed several nights was noted for its omelets. The kitchen opened onto the street and passersby would drop in and watch omelets being made. They contain nothing but eggs, beaten to a froth and cooked in vast quantities of butter. The frying pan has a six foot handle and is placed over an open fire. I'm sure there isn't a more delicious omelet on the face of the earth than the kind at Madame Poulard's.

French Salads

French food is highly seasoned. Their salads, mostly limited to tomatoes and lettuce due to the food shortage, were marinated for hours in vinegar and garlic. Much as we enjoyed it, it was a relief to reach Switzerland and feast on ham, cheese and milk. Swiss food was not exciting, but it was certainly good.

Then we met the Danes who never go anywhere without a sandwich. And if our sandwiches were like theirs, I'd cultivate the same habit. They put almost anything in them — or rather on them — for they are open-faced. They can be ham garnished with radishes, chard and tomatoes, or sardines with onions and beets, or anchovy paste, or salad complete with mayonnaise,

(Continued on page 17)

What's new in . . .

Household Equipment

A square skillet is designed to fry eggs, hamburgers, or what you will, to fit a slice of bread. This utensil is perfect for grilled cheese sandwiches. A removable handle allows oven cooking.

★

A new plastic spray forms a clear plastic coating on wood, metal or paper which stands up under water, acids and oils. It will not crack, chip or peel.

★

Learning to walk will be simpler for junior now that a new non-skid floor wax has been perfected. Used by manufacturers in making finished articles, it is not yet on the retail market.

★

An automatic and refrigerated vending machine, after insertion of a 5 or 10-cent piece, will produce a cold juicy apple, orange or pear.

Child Development

A dining room just for children is featured by an Eastern hotel. It provides specially prepared menus and supervision by a trained staff to relieve parents during the dinner hour.

★

A table tray for tots will clamp on restaurant tables to give the child an eating space at his own level. Rubber pads protect the table and prevent the tray from rattling.

★

Shampoo the youngster's hair in beauty salon fashion using a rust-proof aluminum tray. The tray attaches easily to any basin with two suction cups to hold it firmly in place. It's more fun for the child and easier for you.

★

All children have to do to change their pup's frown to a smile is to hang up their clothes. The mechanical dog heads on the hangers are handmade of sturdy plywood.



Here's an oven dinner, frozen and ready for the oven.

An adjustable baby gate can be moved from one doorway to another. It leaves no marks on woodwork and has no crisscross slats to pinch fingers.



Aluminum foil liners eliminate the difficult cleaning of skillets when after frying they can be discarded or used again.

Foods and Nutrition

A new seasoning with no taste of its own intensifies flavors with which it is combined.

★

Honey is sold in six flavors—chocolate, maple, strawberry, lemon, pineapple and mint — with matching colors. It was developed by a beekeeper in California who feeds the bees a special mix along with pollen and a sugar-water syrup.

★

Cellophane-packaged meat and poultry is being sold in stores throughout the country. Homemakers may choose their own cuts from a low temperature, self-service case.

★

Rhubarb juice is believed to protect your teeth against erosion by acids. The New York Experimental Station reports that it counteracts acid damage to teeth caused by soft drinks and lemon juice.

★

There will be plenty of cranberry sauce for the holidays this year. The price will be lower than last year due to overproduction and consumer resistance.

(Continued on page 22)



Thirty minutes of baking and this meat can be served.



Assuming the full responsibility of a baby as irresistible as Ronnie is just one of the many home management duties.

by Nancy Baker

DOES your heart flip-flop everytime someone mentions the words "home management house?" Perhaps you've dreaded home management since your freshman year. Now that smouldering fear is approaching reality.

Don't cringe at the mere mention of the words anymore. Take it from the experiences of one who chewed fingernails and tossed nights over the same thoughts—well, almost! I lived in a home management house for 6 weeks—and loved it.

The tormenting thought of home management lurked in the back of my head for 3 years. I was dead certain that it would be the course that would spoil a perfectly wonderful college education. I knew the day I walked in the door of a home management house, I would be in prison, scrubbing floors, sweating over food preparation and dodging a brow-beating advisor for 6 weeks. The more I thought about the course, the more frightening it became.

I stalked into Alice Norton House this summer. I felt as if I had just taken a leave of absence from all other living for the next few weeks. I prepared for the ultimate in drudgery and unhappiness. But I was surprised.

My reluctant-dragon attitude soon melted when I walked into a living room where I saw six women who looked rather peaked and also anticipating the

TO YOU Who Dread

worst. I guess I wasn't the only one who felt that way. Sitting at the other end of the room was the advisor, friendly, happy and even looking a little concerned herself.

It didn't take me long to realize that this home management course was not inserted as a thorn into the curriculum—to prick and to plague you throughout your 4 college years. The home economics faculty had definite reasons for including this type of course, and sound ones, I might add. You might describe home management living as a type of proving ground. That is, this is the opportunity to use all the knowledge you've been storing away for the past 3 years. For most of you, this will be your first full responsibility for common, everyday living situations and problems that will occur in your home.

It's up to you what you get out of home management living. You may not be aware of it at the time, but you are learning other things besides cooking and bathing the baby. You are absorbing knowledge of time management and work simplification methods. And if you don't know how to make use of better methods before you enter, by the end of the 6 weeks period you'll be a master at such accomplishments.

Eye-Opening Experience

Maybe you're a sorority woman, all wrapped up in your own little community of 60 women; you've been out of your freshman dormitory for 2 years. Suddenly you find yourself thrown in with women you have never seen nor heard of before. It's an eye-opening experience. Whether you are a dormitory or sorority woman, you'll have to start from scratch on this getting-acquainted idea.

You can see that you have a lot of other things to master beside culinary accomplishments. You'll learn to live and work with others. You'll polish up on the art of cooperation, a quality which enters the picture as most important for harmonious and happy living.

You'll be exposed to the give and take of home managing. And sometimes you may think you're giving more than you're taking. Reason it out this way: regardless of where you live, there are pleasant and unpleasant tasks to do. You'll soon be doing all types with speed and efficiency.

When you have fulfilled all prerequisite requirements including courses and credit hours, you're eligible to enter home management. This will be done during your senior year and entrance is by reservation only. These should be made with your senior college counselors. You'll draw for your house a few weeks before entering. And you can figure right now you won't be in with a sorority sister or another person in your dormitory. Whenever possible, the women from the same residences are scattered through different houses.

About a week before you enter, you'll be invited by members of the house to supper or some sort of

Home Management

party. At this time you may ask questions about any phase of home management life or any problems troubling you. Somewhere along in the evening your own group finds time to hold a preliminary meeting with the advisor. You decide the various responsibilities, which depend upon the number of women in the house. When we were entertained, the first cook and child director were selected. It was necessary for them to meet with the present cook and child director to observe how to bathe the baby, make formula, and familiarize themselves with the kitchen arrangement.

In our group there were seven duties; each one lasted 5 days. At the first house meeting you'll decide what duties the responsibilities should include. It's up to the group to decide—who cleans the front porch, should we clean our own rooms and in what sequence the jobs will follow. These questions and many others will keep popping up the first few days. Regular house meetings were scheduled for Monday evenings; sometimes informal discussions followed lunch.

Our major duties were assistant cook, cook, manager, laundress, assistant child director, child director, upstairs housekeeper and downstairs housekeeper. There may be more duties than these, depending on the number of women in the house. Together we worked out what our duties would include. Our plans were flexible enough to include any changes that would improve the setup. Although the duties vary from group to group, you'll be interested in what the different types of jobs in our group included.

The assistant cook's duties consisted of setting the table, replenishing the table during meals, helping the cook with minor food preparations and washing dishes. Her major planning involved time management to fit in with the cook's schedule.

Big Appetites

The job of cook is probably the most time consuming, but also the most fun. You'll find plenty of big appetites in the house and you'll have a grand time trying out new recipes or those specialties handed down by your mother. The cook plans and prepares all the meals and does the marketing for food and supplies.

You'll really learn to manage your time, by means of dove-tailing, doing several preparations at once and working during the evening while you're studying. And you'll find getting lunch ready by 12:15 when you have classes from 8 until 12 can be easy, if you work out your plans in advance. If you buy with an eye on the price, that 70 cent allotment won't be hard to obey—it's amazing.

Our manager kept the books and acted as dining room hostess. The bookkeeping included such work as checking inventory with the preceding cook, managing the petty cash fund, keeping a daily journal of all bills, writing checks and paying bills and having the books checked by the college auditors. As hostess, she greeted all guests at the door and planned some type of weekly entertainment for the group.

Planning and care of the linens was the responsibility of the laundress. In our group she washed table mats, napkins and tea towels. She usually worked out the system of washing every other day, and ironing on the days inbetween. All sheets, towels, and table cloths are sent to the college laundry and it is her responsibility to check the laundry in and out once a week.

Helping the child director in any way possible was the main duty of the assistant child director. This may be taking the baby for a walk or assisting with the bath. Although in some groups the laundress does the baby's wash, in our house the assistant child director assumed this responsibility.

If you have never had the opportunity to handle a baby, here's your big moment. For all responsibility and fun is loaded on your shoulders for several days when you become director. However, all is not play while being child director. As any mother would be, you'll find yourself plenty tied down while taking care of the baby. It's a 24 hour responsibility but you'll love every minute of it. Your jobs will be making formula, feeding the baby, taking care of her or planning for others to take charge of her during her waking hours.

Housekeepers' Duties

The housekeepers' duties are to keep the house neat and presentable at all times. It is up to the individuals to work out their own cleaning schedules, always with the privilege of discussing any questions with the advisor.

You are not required to do your work at a certain time each day, with the exception of the cook who must have meals ready by a certain established time, and the child director, who has a regular schedule to follow. The system is flexible enough so that you are able to plan your work, study and play time to the best advantage for all.

Each group as a whole plans and carries out some sort of project during their home management period. For example, one spring quarter several groups planted gardens and the residents in the following session canned the surplus vegetable products. Other groups have made bedspreads and curtains. Each woman makes an individual contribution to the houses. This may be making ironing board covers, a house scrapbook or napkin holders.

There is always time for entertainment. It's the usual procedure for each manager to plan some entertainment during the week. Sometimes the parties are given by several women together. You don't have to stick to a stiff pomp-and-circumstance theme.

Home management is not an obstacle course designed to test your strength of endurance. After that first week of getting acquainted and adjusted, you'll soon realize the wonderful experiences and opportunities of living within reach of your brain and fingertips.

Victory For Vicky

VICKY HAS decided now to begin a Christmas present for herself. While other women knit argyles in the hope of finishing them for the man of the moment by Christmas, Vicky is going to work on making herself a smoother, more popular woman by December 25.

Vicky goes after health . . .

So, step number one for Vicky is to follow a basic health program. She knows that there are three fundamentals to good health: correct, habitual diet, adequate rest, fresh air and exercise. Iowa State's dietitians supply the first, providing hot fudge sundaes, Union malts and cokes aren't substituted for regular meals. If she'd budget her time, Vicky is sure she could get in 8 hours of beauty sleep most nights. Waving dumbbells may bore Vicky, but getting plenty of exercise will be easy while she helps her dorm or house win the volley ball tournament.

It takes good posture . . .

The dress Vicky is making in textiles and clothing will be finished just in time for holiday parties and Vicky wants to look as attractive as the dress. Knowing that her shape is the frame on which she hangs her clothes, and that they take their form from hers, Vicky is determined to make sure hers is the very best diet and exercise can produce. The days of walking, standing and sitting curled up like a pretzel went out with the flapper. Vicky's decided to hold herself correctly. . . . feet together, toes forward, weight on the ball of the foot, knees slightly flexed, abdomen up and in, chest high. Each day she'll check her posture against a wall—head, shoulders, and heels should touch. Standing straight, she's discovered, is as effective toward looking slimmer as shedding 10 pounds.

With her roommate and the woman across the hall, Vicky is going to spend 15 minutes each day on special exercises to reduce a few bumpy spots. These bumps-in-the-wrong-places woes will be easily solved by religiously grunting and groaning through a set of exercises Vicky got from her physical education teacher.

Cleanliness counts . . .

The saying that beauty is but skin deep is but a skin deep saying. Vicky believes that there is no substitute for a fine skin and no really effective camouflage for a poor one. Vicky keeps her oily skin scrupulously clean with night and morning scrubbings with soap and water, using a complexion brush to increase circulation. Her dry-skinned roommate cleanses with cream. Either method, used regularly, will remove leftover makeup or campus grime which might clog and eventually enlarge the pores. Vicky has discovered that she doesn't need a medicine chest full of creams, lotions and freckle removers to have

a beautiful skin. The value of cosmetics lies not in the number that are used, but in the regularity with which they are applied.

Tell-tale hands . . .

Vicky thinks it thrilling and romantic to have her palm read by the gypsy in the circus. Although she is doubtful about the five red-headed men the gypsy sees in her future, Vicky knows that much is revealed through her hands. Besides, a soft pretty hand might help snare one of those red-heads. Hands, like faces, can be made up to look much more handsome. Vicky will wash her hands often and use lotion or cream afterward. Hand cream is applied the same way she strokes her fingers into a new glove. If she follows this season's latest in nail fashions, Vicky will use a lighter polish and leave half-moons and tips white.

One important point . . .

When Vicky was a little girl, the symbol of a big girl was make-up. The day she smoothed the first rosy color over her lips, she became a woman, as far as Vicky was concerned. Since that first tube of lipstick, guaranteed kiss-proof because that too sounded grown-up, Vicky has learned that a woman's make-up can make or break her. The college look is the natural look. Whether she uses pancake powder or cream foundation, she'll choose a shade near to her own coloring and apply with the light touch. In make-up it's the little things that count. A lipstick brush is used for a clean cut outline. Vicky brushes her eyebrows into a line so that they frame her eyes attractively. Powder that dusts over eyelashes, brows and hairline makes a face seem vaguely untidy, so she brushes it off.

Right ways with hair . . .

Shining, neat, attractively styled hair can lift a plainly dressed girl into the queen class, while the beautifully dressed girl becomes just another coed if her hair is untidy and lacks luster. Hair, Vicky thinks, is worth considerable trouble. She shampoos her hair when it needs it, and is sure that it is clean and free from every bit of soap. Vicky copies Grandma and holding her head forward over her knees, brushes 100 long, deep strokes or until her scalp tingles. Above all, Vicky is sure she doesn't fall into the trap of having too much hair.

You, too . . .

Once in the swing of practicing good grooming, Vicky finds it doesn't take half the time she thought it would. Maybe she'll have time to knit some green argyles for that red-head in her future yet.



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If you are tired of the color of the rims on your glasses, or if the original color has faded, do you know the remedy? Many types of plastic used are absorbent. *Emogene Olsen* found that rims may be dyed with all-purpose dye in any pastel color.



That gaily trimmed what-not shelf for your perfume, or cosmetics can easily be made from any discarded cutlery drawer.

Perhaps you have a pleated skirt that does not meet today's length standards. *Helen Ferguson* found that the pleats could be ripped and a longer fitted skirt made by turning the material lengthwise and stitching.

* * *

Revitalizing sweater ideas come from *Martha Jo Pray*. The stretched cuffs on your long sleeved sweater will fit perfectly above the elbow. Cut the sleeve at the length desired and restitch it into the sweater. Or, you may ravel the yarn from the stretched cuffs and reknit it.

* * *

Joan Wienhardt offers a suggestion for a pair of bedroom slippers. She used two wash cloths and folded each one lengthwise. The two short ends on each cloth were stitched and a ribbon was drawn around the top. These slippers can be used for bed stockings on chilly nights.



INTRODUCING CLINTON INDUSTRIES, Inc. CLINTON, IOWA

The plant and offices of the Clinton Industries, Inc., are located at Clinton, Iowa, a manufacturing and railroad center with a population of 35,500. The city of Clinton, situated on the west bank of the Mississippi River, is 138 miles west of Chicago. Main lines of the Chicago and Northwestern, also branch lines of the Chicago, Milwaukee, St. Paul and Pacific; Chicago, Rock Island and Pacific; and the Chicago, Burlington and Quincy Railroads, enter Clinton. The plant is, therefore, in an ideal location with reference to railroad facilities both for receiving incoming raw materials and for the shipment of finished products.

The Clinton Sugar Refining Company was organized in 1906. Actual operations were started April 23, 1907, with 250 employees and with a grind of 3,000 bushels of corn daily. The capacity of the plant soon proved too small and the daily grind was increased within one year to 6,000 bushels. By 1916 the grind rate had reached 15,000 bushels a day.

In 1920 the company name was changed to Clinton Corn Syrup Refining Company as corn syrup was the principal commodity produced. The company engaged in the manufacture of corn sugars in 1922, and in 1923 the starch plant was built. The increasing demand for Clinton brands resulted in the grind rate being advanced by successive stages, to the present daily capacity of 46,000 bushels of corn. We now have 1,585 employees. Due to the continued diversification of products, the company name was changed to Clinton Company in 1933, and in 1946 the name was again changed to Clinton Industries, Inc.

A lactic acid plant was constructed in 1933 and in 1936 a plant was built for the manufacture of soybean products.

Stocks of Clinton products are maintained in practically every principal city in the United States and these are under the direct supervision of the Clinton Sales Company, Incorporated. The company is represented by brokers throughout the U.S. and direct representatives assist brokers in all markets.

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In subsequent issues we will describe our individual products.



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Rath BLACK HAWK Meats

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The Rath Packing Company, Waterloo, Iowa

(Continued from page 8)

but they're still called sandwiches. One Danish woman told me proudly that neither the Danes nor the Norwegians would think of having the Swedish kind of smorgasbord. She said, "They don't use bread. I don't think that's a good idea at all."

It was in Sweden that we had vegetable salad for breakfast. That with soft cooked eggs and tomatoes make quite a change from the breakfasts of France, Belgium and Switzerland. Petit dejeuner, as the French call it, consists of rolls, butter, jam and coffee or tea. No one on that side of the Atlantic had ever heard of having fruit juice for breakfast.

English Breakfasts

Breakfast in England is a somewhat more important affair. Porridge comes first and no Britisher ever turns it down. I found it gluey and completely unsalted, as was all their food. But perhaps their reason for doing that is just to let each person salt it to his own taste.

While we were in Edinburgh our waitress would recommend the best local dishes to us. This was where we were introduced to haggis, which is made of ground liver, seasoning, barley and breadcrumbs in a sausage skin.

Steamed puddings are an English specialty and their chefs certainly know how to make them. Moist and tender with a wonderful flavor, they are usually covered with stirred custard, made from dried eggs — a war necessity.

Black and White Coffee

We got a jolt in England the first time we ordered coffee. The waitress inquired, "White coffee or black?" They don't have coffee with cream. Either it is very black and very strong or half hot milk, and buff colored.

Obviously we were far from starving wherever we went. In some countries, shortages were apparent, but tourists don't feel it as the residents do. People in other countries, chiefly England, apologized frequently for their food, but after being plied with delicious meals we decided that the main difficulty was lack of variety rather than lack of food. Altogether, eating in Europe was full of delightful surprises.

Stop In . . .

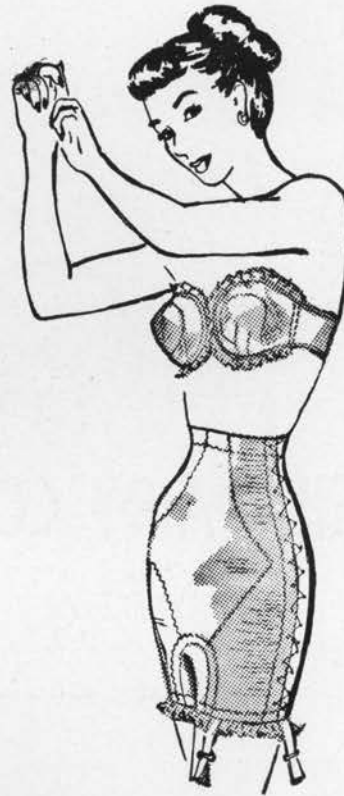
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A Farmwife's Life For Me

by Janet Sutherland

IN THOREAU'S day a man might have been able to reject city life and go back to nature as a hermit. But the modern man with country life in his blood now usually takes his wife with him — a woman who loves the farming life as much as he does.

Marrying a farmer now is a far cry from the type of life a city girl would have expected 100 or even 30 years ago. Gone are the isolation and loneliness, the morning to midnight chores, the makeshift lighting and sanitation and the long tables of ravenous threshers. In their place are contacts with cities through extension workers, modern automobiles and even airplanes. Systematic and mechanized work accomplishes daily chores, and rural electrification and a farm couple's ingenuity have replaced many old-time drudgeries.

Success or Failure

The success or failure of a farm marriage usually depends upon the wife's happiness, for all farm life revolves around the home. Farm life demands a family relationship of dependency rather than a loose bond of parents and children held together only by three meals a day — something which occurs too often in city life. Farm husband and wife work more as a team than even city theatre or columnist co-workers. The couple has complete dependence on each other not only in work but also in homemaking, leisure hours and child care. Father's latest threshing problem or Mary Jane's new dress becomes a family concern.

Work Together

Mrs. Gilbert Denfeld, whose husband is an Iowa State College graduate and who is now living on a farm near Sioux Falls, S. D., says, "One thing I truly feel is that marrying a farmer is more of a 50-50 proposition than marrying a man in any other profession. The farmer and his wife do more things together — everything from house cleaning and painting to milking and helping with chores when the especially busy seasons come."

Both farm children and their parents agree that there is no lack of excitement in living in the country. Improvements in country schools have brought education up to the city level. Dangers encountered on bucking horses or on overflowing hayracks are something pavement-raised youngsters cannot imagine.

Excitement is different, yes, but no less thrilling than anything that happens in a busy town neighborhood.

Since there is no corner grocery to solve the farm woman's food problem, homemaking requires more planning and efficiency. The farm itself produces many needed staples. The home freezer and a fruit room lined with canned foods will meet most necessities. These "isolated" people can have corn on the cob and strawberries in January just like anyone else.

"I think farm women are more apt to treat their homemaking seriously since you can't leave little chickens, bottle lambs or hungry threshers," adds Mrs. Denfeld. You can't go away from the farm with a "Sorry, I'll be late" note.

It is this feeling of successful homemaking plus the small things like walks through freshly-cut grain fields and picnics under a haystack that make Mrs. Denfeld and thousands of other farm wives say, "I'm really sold on farm life."

Mary Ellen



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Keeping Up With Today

LET the family have as much ice cream to eat as it likes. There's a good reason for this, other than just making a hit for dessert. Iowa State research home economists tell us that ice cream is a wonderful source of vitamin B-2-riboflavin. Eight women students and staff members took part in recent vitamin studies. They found that ice cream not only contains plenty of riboflavin but contains it in a form readily used by the body.

More food information is broadcast on women's programs than facts on any other phase of homemaking. This conclusion was reached by Leona M. Stringfellow in her masters thesis "Programs of Iowa Radio Stations as Sources of Homemaking Information." Of the 28 representative Iowa programs studies, there was little information broadcast on home management or family relationship.

Iowa's cities are steadily but slowly growing larger, states Ray E. Wakely, rural sociologist at Iowa State. Farm population is slowly decreasing. This movement from farms characterizes Iowa as a surplus population area. All of these changes will affect our living in many ways. Wakely believes that churches, schools, social and civic institutions must readjust to new population patterns. "We can plan for a surplus of our people for some time to come," Wakely stated.

Iowa 4-H club uniforms are completely new. Extension clothing specialists at Iowa State utilized suggestions of 4-H leaders in redesigning the dress. The uniform features a six-gored flared skirt, short sleeves with self-turned cuffs, an adjustable belt and a white tie. Two rows of white braid on a middie-type collar carry out the traditional note of the 4-H uniform.

The thickness of clay crystals and bacterial parasites has been determined by photographing gold shadows with Iowa State's new \$15,000 RCA electron microscope. Dr. Percy H. Carr, of the Department of Physics, is in charge of the machine. Magnifications up to 20,000 times are possible. Many bacteria have now been measured for the first time.

Iowa State's Teacher Placement Office had 20 percent more requests for teachers last year than they did the year before. The 2,205 requests came from 38 states and the District of Columbia. Alaska, Hawaii, Germany, Syria and Greece all bid for graduates. Home economics and agriculture teachers had the highest number of placements. Sixty-eight of the 78 placements from 392 requests were in Iowa. Colleges requested 225 teachers.

Middle-aged and elderly people need at least one pint of milk per day for good nutrition and health, studies at the Iowa Experiment Station show. The body does not lose its ability in later years to store calcium and phosphorus as was formerly believed.

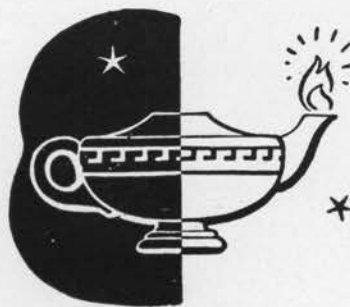
Broken bones in old age can be caused by too little calcium in the diet. It is suggested that weakened bones actually break and are the cause of the fall.

Crispness and juiciness of apples may be maintained when they are kept in cold storage. This lower temperature for apples is as necessary as is keeping eggs and milk cool. A room temperature of 70 degrees F. will cause mealiness and tastelessness four times faster than a temperature of 40 degrees F., say home economists at Iowa State.

Information about driving practices was found to be only slightly connected with attitudes toward safe driving. This was revealed by Donald Conover, of the Department of Psychology, of Iowa State. The tests were made on 291 subjects enrolled in the training course at Ames. Classroom instruction changed attitudes in an undesirable direction. Actual driving practice is necessary after verbal instruction to develop safe drivers.

Tenderness of fowl is not affected by the freezing temperature. The freezing rate of the birds frozen at 0 degrees F. is one-half the freezing rate at -30 degrees F. It is varied due to the length of aging the bird before freezing. Freezing at higher temperature produces a less juicy breast muscle than at a lower temperature, says Dr. Frances Carlin in her recent thesis.

Most farm families will enjoy fairly comfortable incomes this year, reports Dorothy Simmons, home management specialist at Iowa State. Farm costs are rising with slimmer profits for goods sold. Farm improvements will compete with regular family needs for the family financial spotlight. The cost of living has increased by 12 percent. Food bills are one-fourth higher. There will be more goods back on the market.



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in Des Moines

(Continued from page 9)

Foods may be fried without grease on the new Dry Fryer. The patented "magic pores" trap air, which prevents food from sticking. It fits over two burners and will cook a whole breakfast at once.

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Desiccants in small packets or large containers protect dehydrated foods from moisture vapor. Candy is prevented from sticking and crispness of potato chips is insured.

★

Pre-roasted fowl can now be prepared to resist deterioration even when stored for several days at room temperature. Just stuff with a special substance containing meat juices, gelatin, cooked grated vegetables, seasonings and certain chemical preservatives.

★

For more flavorful and nutritious canned peas or beans, drain off the liquid from the vegetable into a saucepan and quickly boil down to one-half volume. Turn in the vegetable, heat, season and serve.

Textiles and Clothing

Heavy tweed and tropical worsted effects will be double-printed on popular-priced cottons. Plaids, heringbones, stripes, checks and overplaid patterns cover a wide color range. The fabrics are completely washable.

The number of home sewers has increased 130 percent during the past five years. White fabric sales have risen 169 percent. New demands for sewing machines, lessons and dress patterns have developed.

★

Two out of three college girls knit, according to a poll taken on 400 campuses in 45 states by the American Wool Council.

★

Resistance of dyes to light fading can be tested by exposing samples of fabrics to ultraviolet light in Fade-Ometers. Relatively short exposure in the Fade-Ometer is equal to months of wear.

★

Shrink resistant wool has been produced by using alcoholic potash. This treatment increases the surface frictional properties, but the loss of strength is small.

★

Scatter rugs stay put and lie flat when treated with Rugback. Easily brushed on the reverse side of rugs, the white liquid dries in an hour. The tough, flexible rubber film is transparent and grips the floor to prevent slipping. It also seals the loops of hooked rugs.

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All of you fraternities, sororities, boarding houses, restaurants, and cafes to trade at the **new** Rushing's Commissary Department. It's service deluxe together with our carload prices, and the same high quality merchandise as Rushing's have always featured that we offer you. Free delivery, too.

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Plastic tableware fills needs of hotels and restaurants. The specially designed feet make for easier stacking, keep plates from sticking and facilitate drying.

Institution Management

Eating on an escalator is a future possibility proposed by an English inventor. The customers are seated on a moving platform and progress down the counter with each course, choosing food as they eat.



Neither glaring sunlight nor dismal shadows surround this sink area. An overhead sink light and shelf provides daylight fluorescent lighting that's easy on the eyes and makes dishwashing more pleasant.

Home Management

Cut flowers may be preserved several times longer by dipping in a 10 percent dispersion of latex. It evaporates quickly to leave a transparent film on the flower.

★

Gay ribbon curlers of all colors will make you beautiful before and after. Just dip the cartridge-like center of curler in water, roll hair up and tie in a perky bow-knot.

★

Older wives who crave new wedding rings can have their old one cut in half and keep wearing it as ear-clips.

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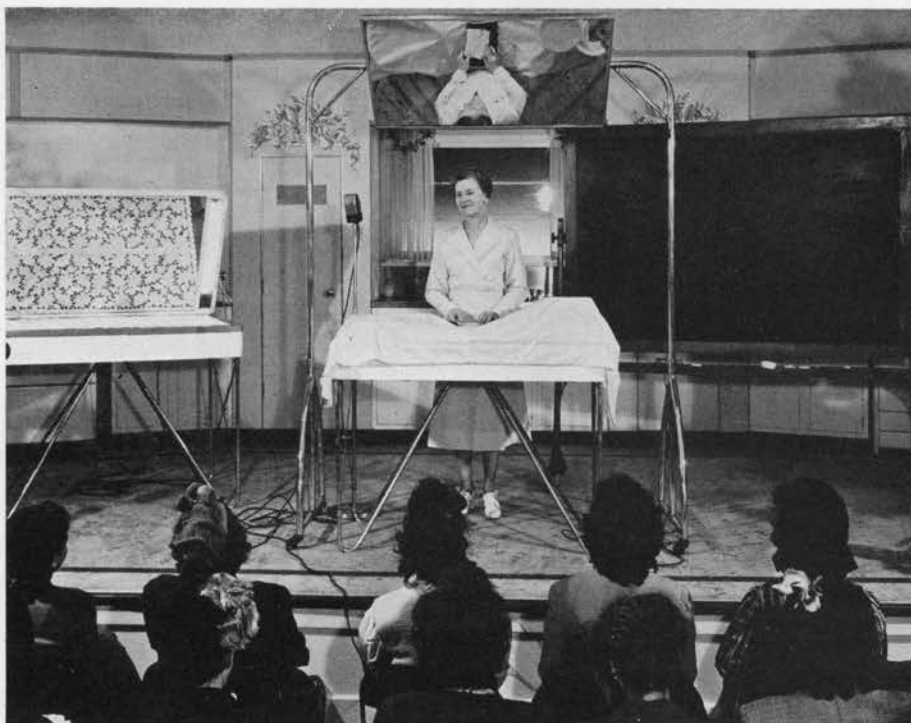
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Alums In The News



Mrs. Clara Gebhard Snyder, M. S. '30, is shown conducting a class on demonstration techniques at the Illinois Institute of Technology, Chicago. Mrs. Snyder head of the home economics department of the Wheat Flour Institute, Chicago, recently visited the campus to take part in a professional ethics discussion course for seniors.

"SPREADING healthful information" that's what Marjorie Clampitt, who was graduated in experimental cookery in June, does in the Dairy Council offices of the Twin Cities. Her title is Nutritionist, but her specific duties are kitchen activities and publicity work.

One of Marj's jobs is to write "a catchy, light report that milk distributors and ice cream manufacturers will read and enjoy." This monthly newsletter is a new feature of the council's service.

"Checking over the radio commercial script used on the program sponsored by the Milk Foundation is another one of my jobs." Here any misinformation is stopped and changes are made.

There are moments when the office relaxes over coffee or lunch. "We take turns preparing the lunch in our kitchen. Besides testing recipes, I prepare refreshments for visitors who come to look over our educational materials and I also manage luncheons for the board of directors.

"A good sense of humor is really necessary to enjoy your work. When one of the creameries called in wanting a recipe booklet to hand out at the Food Show we had nothing of the kind on hand. So, willing to please, we dashed around making up a little four page folder, typed it on a stencil and ran off 5,000 copies on our multigraph machine.

From textiles and clothing to blueprints and interior decorating is the step taken by Mary Greer since graduation day last June. Mary is director of

Yunker's Home Planning Center in Des Moines. She says, "I do the small things that the regular decorators hate to be bothered with.

"My job is to help customers with problems they have in building — either to supply the information myself, or to tell them where they can find it." Both farm and city people ask the director questions about anything, from what kind of paint to use on a barn to radiant heating. This is where some of her college courses help. Thanks to Iowa State physics one question on metal versus wooden windows and the amount they sweat didn't cause her to hesitate a minute!

Information, please

Remodeling problems are another challenge. How would you convert a school house into a six room home? How can a prefab be enlarged? Mary's solution is found in the blueprints and list of materials which she sells for a magazine agency. Remodeling, home furnishings, gardening and home building books may be found in Miss Greer's office. Information is all that Mary sells. Advice about color and price and help with ideas is given personally or through correspondence.

After work when she takes off her "Miss Greer" and becomes "Mary" she goes home to an apartment with five other working girls. Typical college activities — knitting and classes — fill part of her off-the-job hours.



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- Do you prefer a mild cheese? Then you will want some of our Swiss Cheese with its rich flavor.
- Another type favored by cheese fanciers is Edam Cheese. It is distinctive for the fine texture and the rich mild flavor.



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